

"HOW-TO" REEL CHALLENGE



Challengers are to make a "How-To" video/reel sharing a skill. It can be anything from how to build a bird house, how to fix a bike tire, how to do a certain hair style.

USE YOUR CREATIVITY!

The challenge starts on March 23rd and ends on April 7th at 4:00pm. The contest will be judged in 2 groups (grades 5-8 and 9-12).

Each age group will have 1st, 2nd, and 3rd place winners (1st place - \$60.00, 2nd place - \$40.00, 3rd place \$25.00).

ALL WINNERS WILL RECEIVE AMAZON E-GIFT CARDS.

CHALLENGE RULES

1. Challengers are to make a short "how-to" video/reel showing a skill of your choice.
2. The video/reel is to be maximum 1 minute - 1 minute 30 seconds long..
3. The challengers can add a recorded voice over or just put text in video. Showing your face is optional.
4. The video/reel must be clean and clear. It should clearly show and explain what is being done – like a tutorial.
5. How-to can include music, please be sure NOT to use any copyrighted music.
6. Bonus points for showing special effects (intro fade in, fade out, transitions, etc)
7. Children under 13 must have parents' permission to enter as all winners will have their videos posted on our social media channels.
8. One entry per person. Entry must include a pdf description of idea, how you filmed it and what you used to edit, also include name, grade and if using music, must include name of song used.
9. Please submit your entry to anastasiyam@skillscanada.com by April 7th at 12:00 PM.

Please Note:

All winning reels will be posted to our social media accounts Note: Videos must be appropriate for all audiences. Any offensive photos are automatically disqualified.

"HOW-TO" REEL CHALLENGE



SCORING

QUALITY OF INFORMATION

Video/Reel is off topic, information isn't clear.	0 Points
Information is acceptable.	5 Points
Video/Reel contains lots of great information.	10 Points
Video/Reel goes above and beyond in its thoroughness. Very informative!	15 Points

VISUAL QUALITY

Video/Reel images are difficult to see and/or off topic.	0 Points
Video/Reel may have moments of low quality or may have moments that do not support the overall message of the video.	5 Points
Visuals lend themselves nicely to the message. The tone of the video matches the piece. All visuals are clear.	10 Points
Video/Reel images have strong effect on overall message of the video.	15 Points

AUDIO QUALITY

Audio is difficult to hear, off topic moments.	0 Points
Some audio may be of low quality.	5 Points
The tone of the audio matches the video. It is clear and easy to hear.	10 Points
All audio selections have strong effect on overall message of the video. All audio is clear and easy to hear!	15 Points

CREATIVITY

Ideas in the video/reel are not original or are difficult to understand.	0 Points
Ideas in the video/reel are somewhat creative but may not feel unique.	5 Points
Video/Reel demonstrates a creative approach to ideas. Ideas feel original.	10 Points
Video/Reel has a very creative approach to the topic and feels fresh and highly expressive.	15 Points

**BONUS
POINTS**

5 bonus points if video/reel has special effects, ie; intro fade in, fade out, transition.

Total Marks

65

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